Postmedia offers a wide variety of modular ad formats for premium exposure of advertiser messaging across our broadsheet publications.
### TAKE OWNERSHIP - WRAP

<table>
<thead>
<tr>
<th>COMMUNITY COVER</th>
<th>URBAN COVER</th>
<th>NATIONAL POST &amp; FINANCIAL POST COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASTHEAD</td>
<td></td>
<td>IFC IN FRONT COVER</td>
</tr>
<tr>
<td>10.34&quot; x 16.57&quot;</td>
<td></td>
<td>IBC IN BACK COVER</td>
</tr>
<tr>
<td>10.34&quot; x 16.57&quot;</td>
<td></td>
<td>OBC OUTSIDE BACK COVER</td>
</tr>
<tr>
<td>8.59&quot; x 20.5&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Wraps can be: Cover + IFC or Cover + OBC + IFC + IBC
- Date is based on availability
- All material for front cover and outside back cover must be pre-approved by the publisher prior to sale

### FUNDAMENTALS

- Subject to cancellation as determined by the publisher and editor-in-chief (i.e. breaking news, major event)

**Booking Deadline:** 7 business days prior to publishing

**Material Deadline:** 3-5 days prior to publishing

### GET RESULTS

<table>
<thead>
<tr>
<th>POSTCARD</th>
<th>POSTCARD PLUS</th>
<th>CUBE</th>
<th>BUSINESS CARD</th>
<th>LUG</th>
<th>TEASER</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.046&quot; x 5&quot;</td>
<td>6.144&quot; x 5&quot;</td>
<td>4.046&quot; x 4&quot;</td>
<td>4.046&quot; x 1.944&quot;</td>
<td>1.948&quot; x 1.944&quot;</td>
<td>1.948&quot; x 1.07&quot;</td>
</tr>
</tbody>
</table>

### IN THE SPOTLIGHT

- **DOUBLE PAGE**
  - 21.857"w X 20.5"h
- **FULL PAGE**
  - 10.34"w X 20.5"h
- **1/2 PAGE DPS**
  - 10.34"w X 10.214"h
- **3/4 PAGE**
  - 10.34"w X 15.357"h
- **2/3 PAGE HORIZONTAL**
  - 10.34"w X 13.786"h
- **2/3 PAGE VERTICAL**
  - 10.34"w X 20.5"h
- **1/2 PAGE VERTICAL PLUS**
  - 10.34"w X 10.214"h
- **VERTICAL SLIM**
  - 10.34"w X 5"h
- **1/4 PAGE SKYSCRAPER**
  - 10.34"w X 2.143"h
- **1/4 PAGE BANNER**
  - 10.34"w X 0.714"h
- **1/4 PAGE TICKER**
  - 10.34"w X 0.714"h

### BROADSHEET - MODULAR AD SIZES

- **NATIONAL**
  - National Post
  - Financial Post
- **ALBERTA**
  - Calgary Herald
  - Edmonton Journal
- **BRITISH COLUMBIA**
  - Vancouver Sun
- **NEW BRUNSWICK**
  - Kings County Record
  - Telegraph-Journal
- **ONTARIO**
  - Belleville Intelligencer
  - Brantford Expositor
  - Brantford Recorder & Times
  - Chatham Daily News
  - Cornwall Standard Freeholder
  - Kingston Whig Standard
  - The Bargain Hunter
  - The Daily Gleaner
  - The Northern Light
  - The Tribune
  - Times & Transcript
- **QUEBEC**
  - Montreal Gazette
- **SASKATCHEWAN**
  - Regina Leader-Post
  - Saskatoon StarPhoenix
- **Windsor Star**
  - Woodstock Sentinel-Review
- **Kirkland Lake Northern News This Week**
  - Sault Ste. Marie Sault Star
  - Sault This Week
  - Timmins Daily Press
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